

## 2.1 Neighborhood Identity and Character

- A coordinated campaign should be undertaken, perhaps as a continuation of this Master Planning effort, to establish this neighborhood as a place worthy of identification and reinvestment.

An essential ingredient to the successful regeneration of the neighborhood is the “rebranding” of the area. Throughout our interviews and conversations with City officials, neighbors, and residents, there was a great deal of confusion about the actual name of the neighborhood.

The charrette began under the auspices of completing a neighborhood plan for “Sirriner-Haynie”. This term was politely accepted by the participants, simply because this area lacked a true identity. Many long time residents referred to it as “Haynie” or “the Church Street area”. “Sirriner,” taken from nearby Sirrine Stadium, was never adopted by the residents because much of the neighborhood does not attend Greenville High School (the owner of Sirrine Stadium), even though it is within 1/2 mile of most of the neighborhood. This school districting policy further fragments the neighborhood and should be amended.

- ⌘ This neighborhood should be treated as one neighborhood so that all its children attend school together.

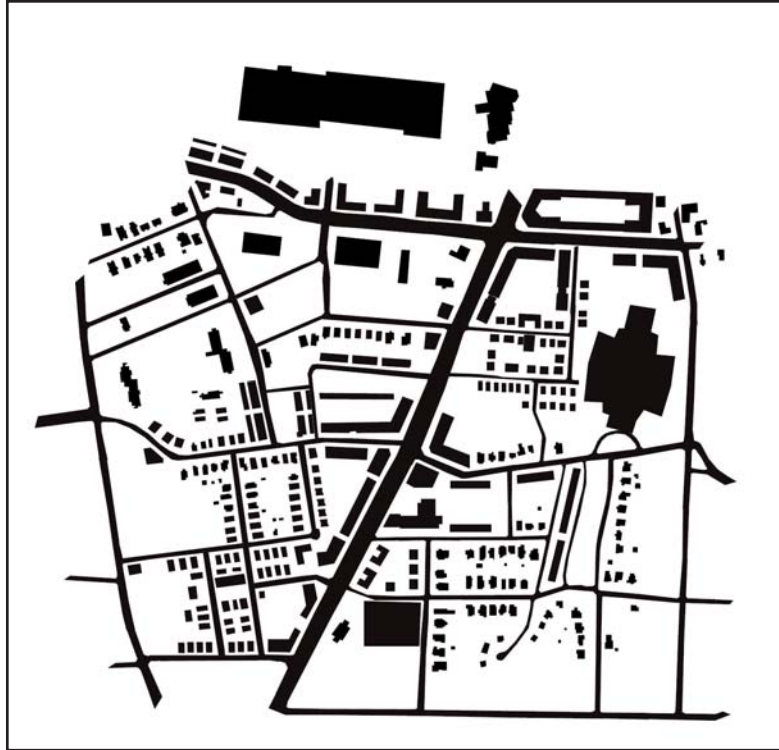
Through consensus with the Advisory Committee, it was finally determined that with the rebirth of this neighborhood, it should be identified as “Haynie-Sirriner”, recognizing both the historic place name and the most important civic structure.

This character of the neighborhood is one that needs to change to reflect this establishment of “place”. This neighborhood is no longer a location of blight and crime, rather it will become a diverse, in-town neighborhood where many different people are afforded the opportunity to enjoy its location and (future) amenities.

Example of neighborhood branding techniques include:

- ⌘ Banners hung on decorative lighting with the neighborhood’s moniker flying high for all to see as they drive through on the improved Church Street Boulevard.
- ⌘ The use of whirlygigs crafted by Herron Briggs incorporated into a neighborhood public art theme.
- ⌘ Neighborhood entrance features placed at the primary gateways, further reinforcing the fact that Haynie-Sirriner it not simply a wide spot on the highway; it is a neighborhood that is shared with all who traverse its streets.

## 2.0 The Master Plan



*Diagram of the Neighborhood in 2021*

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### 2.2 Historic Preservation

- Recognize and/or protect the landmarks in the neighborhood.

The Haynie-Sirrine neighborhood is home to a number of key landmarks that should be recognized either through National Register Landmark status or other type of local cultural designation. Many of these are discussed in detail in Section 1.0 on pp. 16-18. The following landmarks should be recognized:

- ⌘ 20 Haynie Street: Childhood home of Jesse Jackson, commonly referred as the Clinkscales House
- ⌘ 110 Haynie Street: Homeplace of Miss Ellie Mae Logan
- ⌘ 313 Haynie Street: Home of Mr. E.B. Holloway
- ⌘ Chicora Avenue (exact address unknown): Home of Reverend Mims

- New housing should reflect the architectural vernacular of the Greenville area.

A number of significant styles are present in the area including the shotgun house and the bungalow, both of which can serve as a good model for affordable and market-rate housing. Porches should be a predominate motif on the front facades.